REPORT OF July 1984

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 52)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/−) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1984	349.6	+ 131.1	+ 60.0			
1983	218.5	− 37.6	− 14.7			
1982	256.1					
CUMULATIVE						
1984	2045.1	+ 751.6	+ 58.1			
1983	1293.5	− 258.6	− 16.7			
1982	1552.1					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1984	348.2	+ 111.8	+ 47.3			
1983	236.4	+ 37.8	+ 19.0			
1982	198.6					
CUMULATIVE						
1984	4352.0	+ 2202.2	+ 102.4			
1983	2149.8	− 503.2	− 19.0			
1982	2653.0					

NOTE + SIGNIFIES CURRENT YEAR INCREASE − SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH July 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6						292.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	184.8
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	221.7
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1						
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2						621.7
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	307.1
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	379.0
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0						
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9						26.1
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	8.2
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	20.0
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8						1783.1
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	647.3
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	852.3

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
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COMPANIES PARTICIPATING - JULY 1984

Arrow Industries
Bachmann Industries
Barr
Bandai American
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toy
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes
Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
TSR, Inc.
Tyco
Wham-O